



Alaska Relay Updates

REGULATORY COMMISSION OF ALASKA MEETING

MAY 10, 2017

Sprint Accessibility

Agenda



- Alaska Relay Team
- Traffic Report
- Outreach Report
- Marketing Report
- New Marketing Proposal – FY July 2017-June 2018
- Questions and Answers

Alaska Relay Team



- ▶ Sales – All Legal and Tariff related items
 - Chris Smith, Client Director

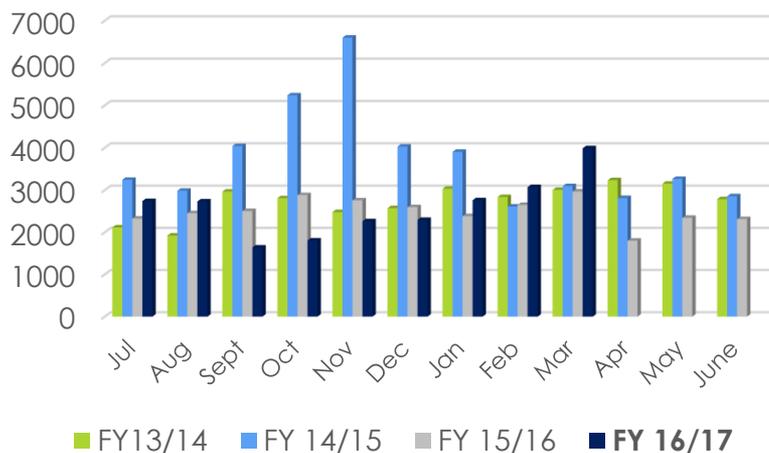
- ▶ Marketing/Outreach – Manager of all day to day
 - Kris Shipley, Senior Customer Relationship Manager

- ▶ Outreach Activities – Relay Ambassador/EDP
 - Tiffany Wilson – ATLA POC

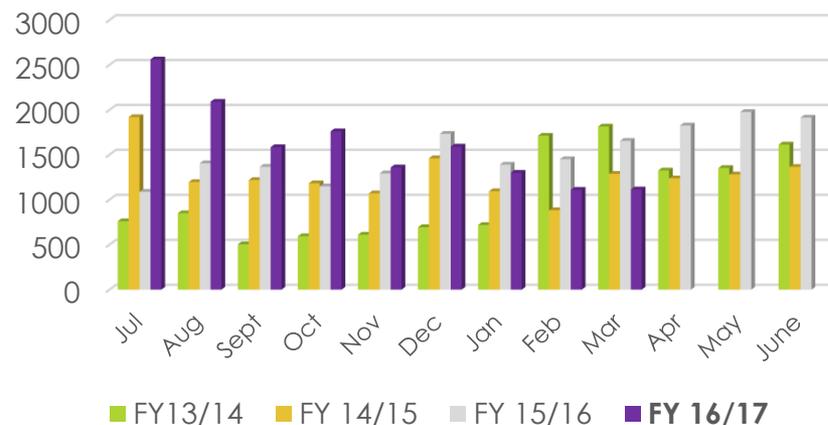
Alaska Relay Traffic Report



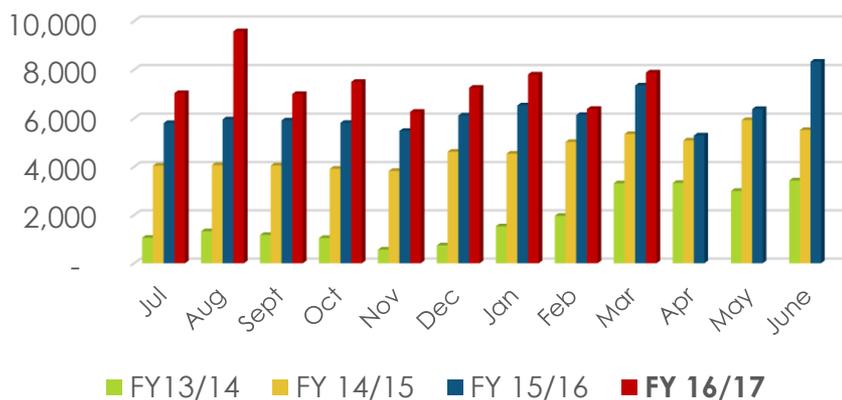
Alaska Relay Minutes



CapTel Minutes (PSTN)



IP CapTel Minutes

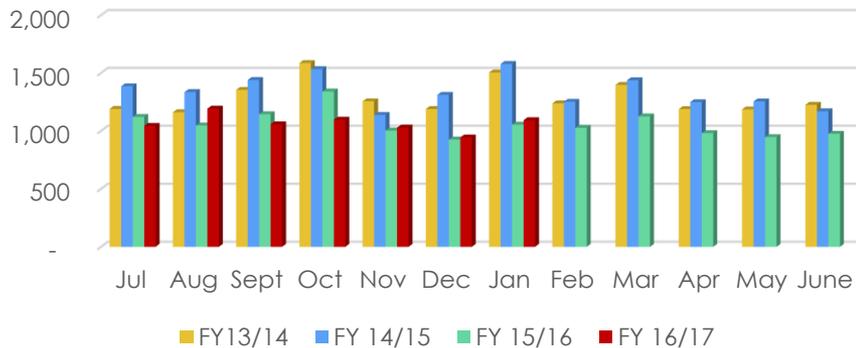


- The IP CapTel minutes are paid for by the FCC that benefit Alaska residents that the State of Alaska does not have to pay for through the TRS State Contract.
- Alaska has seen greater than average growth on IP CTS due to the Outreach provided.

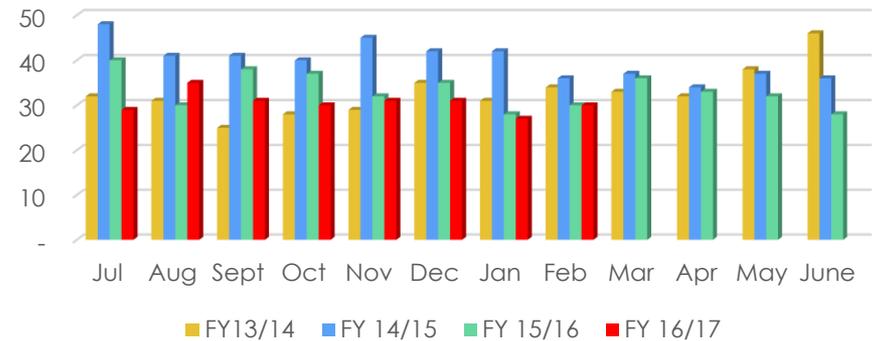
Active Subscribers



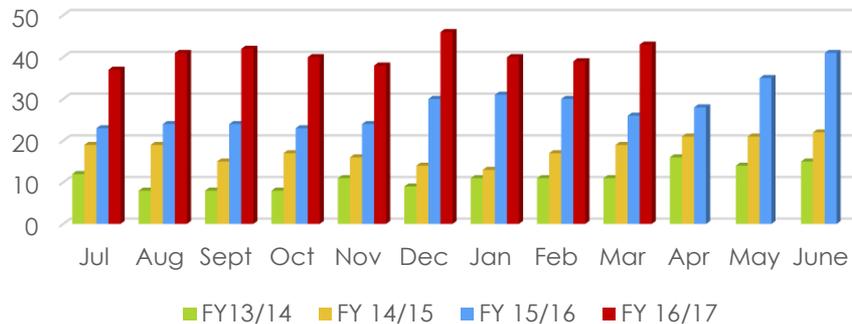
TTY Subscribers



CapTel PSTN



CapTel IP Subscribers



* These charts represent the # of active subscribers in each given month.

* Not all users utilize their phone on a monthly basis.

Outreach Activities: Year 4: FY 17

July 2016 to March 2017



ATLA performed
outstanding outreach
activities statewide in from

20 communities visited

134 entities or
organizations reached



Outreach Activities:

- 1** Radio Interview
- 1** Statewide Mailer
- 11** Group Meetings with Agencies
- 12** One-on-One Agency Meetings
- 15** Community Events
- 16** Presentations
- 19** Exhibits/Conferences

**Totalled Reached:
17,489+**

Type of entities who received Outreach



- ▶ Aging & Disability Resource Centers
- ▶ Assisted Living Homes
- ▶ Audiologists/Hearing Professionals
- ▶ Community-Based Service Providers
- ▶ Clubs – Rotary, Lions, etc.
- ▶ Division of Vocational Rehabilitation Offices
- ▶ Educators – Schools, Colleges, Universities
- ▶ Health Care Organizations
- ▶ Independent Living Centers
- ▶ Libraries
- ▶ Mental Health Providers/Counseling Centers
- ▶ Senior Centers
- ▶ Service Providers for Deaf or Hard-of-Hearing Individuals
- ▶ Telephone/Telecom Companies
- ▶ Tribal or Native Organizations
- ▶ Tribal Vocational Rehabilitation Offices
- ▶ Veterans Organizations

Photos of Outreach Activities



Equipment Distribution Program – total distributed



Goal – distribute up to 120 devices (CapTel 840/840i/2400i/880i and TTY) annually. Devices are directly related to CapTel/Relay usage.

- 2008 – 2013: EDP distributed 1 TTY
- Total FY 13-14: **47**
- Total FY 14-15: **42**
- Total FY 15-16: **22**
- Total FY 16-17: **25** (9 Months)
- 4 TTYs distributed in 16-17

Overall total distributed: 136 units

iPad Pilot Program



ATLA has begun outreach by notifying local agencies about the iPad Distribution program. This includes:

- Deaf Navigator Program,
 - School for the Deaf,
 - DVR,
 - Speech Language Pathologists,
 - Special Education Service Agency.
 - Clients
-
- ▶ Purchased the 20 iPads - Government Rate
 - ▶ Received first application on 4/25!
 - ▶ End of Pilot Program Report – Once all iPads distributed

Alaska Relay Telecommunications Resources Kits

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- ▶ Kits are available
- ▶ Contact Alaska Relay Outreach Team for a copy
- ▶ Distribute via Outreach activities statewide

Resource: Lifeline

Resource: Video Relay Services

Communication through video equipment/computer

Alaska Relay Contact Information

Alaska Relay

Alaska Telecommunications Resources for the Deaf, Hard-of-Hearing and Speech Impaired

FOR MORE INFORMATION
Assistive Technology of Alaska
3330 Arctic Blvd., Suite 101
Anchorage, AK 99503

1 ELIGIBILITY

2 APPLICATION

3 AVAILABILITY

Follow these steps:

1. Dial 711 for TTY or 1-800-475-2271 for Video Relay Service.
2. A specially trained communication specialist will answer and identify the communication mode you need.
3. Give the communication mode to the person you are calling.
4. The communication specialist will assist you in making the call.

It really is that easy!

Remember, calls are available 24 hours a day, 365 days a year, and are completely confidential. Long distance and discounted rates are available.

Alaska Relay... for the hard-of-hearing

Budget proposal FY 2018



Description		Revised Budget	Proposed
	FY2017 (TA6-750)	FY 2017 (TA6-750)	FY 2018 (TA6-750)
Outreach and Education Program			
Relay Ambassador Program (RAP)	\$75,000.00	\$75,000.00	\$75,000.00
Public Service Announcements (PSA)			
Newspaper and Magazine Publications	\$20,000.00		
Expanded Equipment Program			\$3,000.00
iPad Program		\$21,000.00	\$25,000.00
Marketing	\$20,000.00	\$19,000.00	\$15,000.00
Sponsorships	\$5,000.00	\$5,000.00	\$2,000.00
Total Outreach	\$120,000.00	\$120,000.00	\$120,000.00
Support Services			
Equipment Distribution Program (EDP)	\$7,500.00	\$7,500.00	\$7,500.00
TRS Billing and Collection	\$25,200.00	\$25,200.00	\$25,200.00
Program Manager Support	\$57,300.00	\$57,300.00	\$57,300.00
Total Support	\$90,000.00	\$90,000.00	\$90,000.00
Total	\$210,000.00	\$210,000.00	\$210,000.00

iPad Program



- ▶ Report/Discussions with Commission on continuance of program.
 - Identification of Qualifications
 - iPad Accessories and Apps

- ▶ Full launch anticipated by October 1, 2017

- ▶ iPads and Apps will be determined once Program is launched

Relay Ambassador Program



- ▶ Continue to provide Alaska Relay, CapTel and EDP/IPad Distribution outreach programs throughout the state of Alaska
- ▶ The ATLA (RAP) will perform all types of personal touch outreach activities, including, but not limited to:
 - Presentations
 - Community events
 - On-site training
 - One-on-one training
 - Hands-on demonstrations
 - Captioned Telephone installations and training
 - Small group sessions
 - Workshops
 - Exhibits at state conferences, trade shows, and conventions
 - Attendance at local or state wide community events
 - Hosted and sponsored community events

Identify Locations



► Areas will target:

- Cordova
- Barrow and North Slope Region
- Bethel
- Mat-Su
- Kenai Peninsula
- Fairbanks
- Southeast
- Anchorage
- Nome
- Kotzebue
- Kodiak
- Valdez
- Dillingham
- Naknek

Marketing/Sponsorship



- Marketing collaterals - included design productions and printing expenses
- Ongoing update new Alaska Relay website
 - Alaska Relay Resource Kits
 - iPad Program
 - Expanded Equipment Program
- Sponsorships for Alaska Relay events

Expanded EDP



- ▶ Introduction of Amplified Phones and Flashers
 - ▶ Amplified Phones
 - Serene HD – 50JV – Large Button Amplified Phone
 - Serene Innovations CL-60A - Cordless with Answering machine. Up to 50db
 - Serene Innovations HD-40S – Outgoing Speech Amplification for speech difficulty
 - ▶ Flasher
 - Sonic Alert Traditional System Elite TR75VR – Visual Notification for Videophone, TTY, and standard phone

NASRA/TEDPA Memberships



Single Membership to the following organizations

- ▶ National Association of State Relay Administrators (NASRA)
 - Attendance at annual Conference
 - Networking with other state administrators
 - Private online discussions
 - Information regarding new regulations
- ▶ Telecommunications Equipment Distribution Program Association (TEDPA)
 - Includes above as well as EDP Statistics for Member states
 - Free landing page on TEDPA website

NASRA/TEDPA Conference



- ▶ NASRA September 6th – 8th, 2017
- ▶ TEDPA September 10th – 13th, 2017
- ▶ Agendas
 - Major TRS and EDP concerns nationwide
 - All providers exhibit (EDP and Relay)
 - FCC discussions regarding current and future regulations
- ▶ Location: Golden, Colorado (Rotates every year)

FCC Updates



- ▶ National Deaf Blind Equipment Program requalification
- ▶ IP CTS
 - State transition
 - Costs
- ▶ Video Relay Service
- ▶ Upcoming State Certification Program

Alaska leading the TRS industry



- ▶ Sprint working with the RCA in 2017-2018 for the following:
 - Expanded EDP Program
 - Enhancing the RCA knowledge with NASRA and TEDPA memberships
 - Maintaining the existing budget – no increased costs
- ▶ Potential growth of subscriber base
- ▶ Sprint's 5 year term expires June 30, 2018
 - Commission option to extend for 5 years

Thank you!



▶ Questions and Answers